



**BOMBSHELL
SALE
OF
QUALITY**

WISCONSIN

Shorthorn - Polled Shorthorn

SALE

MARCH 30, 1974



Tyler's Par Challenge x, weighed 1,791 lbs. at 23 months of age.
Typical of the big, quality bulls in use in Wisconsin.

WISCONSIN

Shorthorn-Polled Shorthorn

SALE

Grant County Fairgrounds

LANCASTER, WIS.

SATURDAY, MARCH 30, 1974

Sale: 12:30 p.m.

41 HEAD

19 Bulls

22 Females

This sale will not only feature a great set of improving bulls but also some excellent females, including 8 head of heifer calves suitable for 4-H and FFA work. The Wisconsin sales always provide great buying opportunities. Some of the breed's best bulls are in service in this state. **ATTEND THIS SALE AND MAKE AN INVESTMENT IN IMPROVEMENT.**

GENERAL INFORMATION

LOCATION — Grant County Fairgrounds, Lancaster, Wisconsin.

TIME — The sale date is Saturday, March 30. There will be no show. A parade of bulls will be held at 10:30 a.m. Sale will start at 12:30 p.m.

TERMS — The terms of the sale are cash unless other arrangements are made in advance with the consignor from whom you purchase. Settlements are to be made in advance with the clerk of the sale immediately at the conclusion of the auction. All stock will be at the buyer's risk as soon as bid off.

HEALTH — All cattle have been tested for T.B. and Bang's within 30 days of the date of this sale. Many of the cattle have been calfhood vaccinated for Bang's. Interstate health papers, according to the laws of Wisconsin will be provided to out-of-state buyers. All purchasers must be aware of any variations from the health laws of Wisconsin and their own state, and lack of knowledge will not invalidate a sale. Many of the cattle come from herds Federally Accredited for T.B. and Bang's.

GUARANTEE — The cattle are being sold under the standard guarantee of the American Shorthorn Breeders' Association.

SALE HEADQUARTERS — The Downtown Inn. Join us for supper the night before the sale.

LIABILITY — Although every precaution will be exercised to protect the safety and comfort of the guests of this show and sale, neither this association, its auctioneers, clerks, the sale barn nor the sale manager can assume any liability. Every person attending does so at his own risk. The sale manager has no connections with the handling of the cattle or the condition of the premises, and cannot be responsible for errors in the health charts or fulfillments of guarantees.

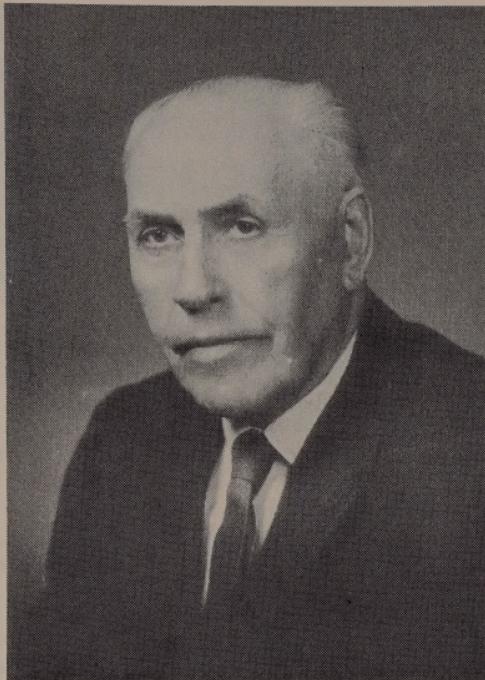
TRANSPORTATION — Good truckers at reasonable rates are available locally. Should you wish to leave your cattle for a reasonable period after the sale, in order to have a truck sent from home, arrangements can be made to care for them.

AUCTIONEERS — Oliver Mangold, Lindstrom, Minn., and Gary Braet, Calamus, Iowa.

SALE MANAGER — A.S.A. Sales Services, 8288 Hascall St., Omaha, Nebraska 68124.

RINGMAN — Joe Donahoe, Darlington, representing The Wallace's Farmer and Wisconsin Agriculturist.

THIS
SALE
DEDICATED
TO
ROY
COVERDALE

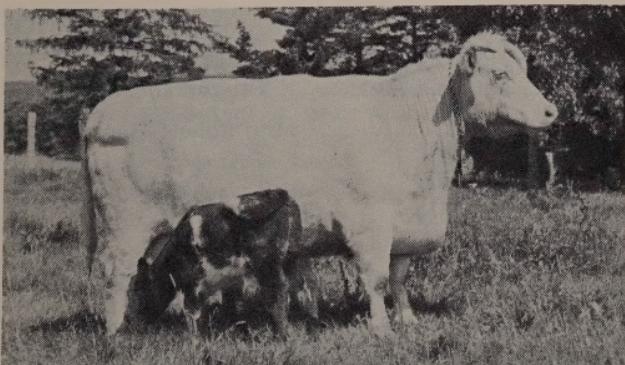


Probably no Shorthorn breeder has been on more farms in Southwestern Wisconsin, southeastern Minnesota, northeastern Iowa and northwestern Illinois than Roy Coverdale, Maquoketa, Iowa. As a cattle dealer and feeder cattle buyer, he has done much to spread the word about quality cattle and especially the importance of Shorthorn blood in commercial herds.

Roy has been in the registered Shorthorn business since 1906. At the recent Iowa Royal he purchased the top-selling heifer at \$2,050. So for 68 years he has promoted the Shorthorn cause.

No one has handled more native Shorthorn feeder cattle than Roy Coverdale. No one has been a better friend to the industry nor done more fieldwork for Shorthorns. He believes that Shorthorns have been the most underpromoted beef breed in the U.S. and have more to contribute to a profitable cattle industry than most folks realize.

Because of his love for the breed and his long and diligent promotional work, we dedicate this sale to Roy Coverdale.



A Gipsy Maid cow that Coverdale purchased in a Janesville, Wis., Dispersal about 1960. She cost \$800 and exemplifies the type that Roy believes in.

CONSIGNORS' INDEX

Larry & Jack Bott, Lanark, Ill.	Lot 3
Mr. and Mrs. C. A. Butland, Union Grove	Lot 9
Elmer Christen & Sons, Colesburg, Iowa	Lots 20 and 25
Charles Cofer, Antigo	Lots 4 and 28
Frank Dempster & Son, Arlington, Iowa	Lot 6
L. Jay Fassbender, Chetek	Lot 10
Robert & Edith Hooker, Lodi	Lots 32, 36 and 41
Jack Kalk, South Beloit, Ill.	Lots 11 and 31
L & M Stock Farm, Deer Grove, Ill.	Lots 1, 14, 30, 37 and 38
Herman Maier, Fennimore	Lots 21 and 23
Miller Farms, Lodi	Lots 2 and 35
David J. Noll, Verona	Lots 13, 24, 39 and 40
Robert Raisbeck, Lancaster	Lots 5, 7, 22 and 26
Stevenson Bros., Kenosha	Lot 8
W. A. Taylor, Pardeeville	Lots 12, 29, 33 and 34
Tyler Farms, Dallas	Lots 18, 19 and 27
Tom Wadelich & Ben Maly, Antigo	Lots 15, 16 and 17

NO SHOW

There will be no show of sale cattle this year. Rather a parade of sale bulls will be held at about 10:30 a.m. to give prospective buyers an opportunity to better inspect sale consignments.

GAS AVAILABLE

Gas stations will be open until 5:00 p.m. sale day in Lancaster to allow consignors and buyers a chance to get home.

WISCONSIN SHORTHORN ASS'N OFFICERS & DIRECTORS

PRESIDENT	Jack Kalk, South Beloit, Ill.
VICE-PRESIDENT	Vaughn Johnson, Beloit
SECRETARY-TREASURER	Mrs. Robert Hooker, Lodi
DIRECTORS:	
Robert Raisbeck, Lancaster	
Don James, Pardeeville	
Phillip Miller, Lodi	
Robert Tyler, Dallas	
Mrs. C. A. Butland, Union Grove	

CC MINA
CONSTRUC-
TOR 2nd x...
Lot 4 in this
sale for
Charles Cofer.
This bull
weighed 1,085
lbs. at a year
and 1,630 lbs.
at 20 months
of age.



LOT 1—BULL

L & M Stock Farm

L & M COUNT 3488-210

Tattoo LE 283

Roan. Calved October 20, 1971. Bred and owned by L & M Stock Farm, Deer Grove.

Meadow View Navarre 16th	Meadow View Navarre
Dk. Roan Meadow View	Red, S. G. Bennett
Ranches	Novelty 24th
	Dk. Roan, Otto Thiede & Sons

Meadow View Butterfly 83d	Freebooter's Count
Dk. Rn., Wickham & Sadler	Red, Lester Tomlinson
	Meadow View Butterfly 42d
	Roan, Wickham & Sadler

L & M COUNT — He is by one of the truly great sons of Meadow View Navarre and is an excellent example of Navarre breeding. A beef bull that is very correct and will help improve just about anyone's herd.

LOT 2—BULL

Miller Farms

M F BESSIE'S LEADER 3490-388

Tattoo LE M857

Roan. Calved December 1, 1971. Bred and owned by Miller Farms, Lodi, Wisconsin.

TPS Coronet Leader 21st x	Coronet Max Leader x
White, Lewis W. Thieman	Roan, Lewis W. Thieman
	Nonpareil Lady 163d
	Red, Chenault Todd

M F Marr Bessie 3rd	Chapelton Copyright
Red, Miller Farms	White, Walter Biggar & Son
	J F Marr Bessie
	Red, Otto G. Johnson

MF BESSIE'S LEADER — A dehorned son of TPS Coronet Leader 21st x that is out of the same dam as our 1971 All-American junior yearling, MF Purvis 50th. We have used this bull extensively in our herd and will have calves by him this summer.

LOT 3—BULL

Larry & Jack Bott

J L SENSATION 3513-329

Tattoo LE 202

Dark Roan. Calved February 13, 1972. Bred and owned by Larry & Jack Bott, Polo.

R A Major	Principal Banker
Red, Roy Ayers & Sons	Red, Prescott Down
	Malton Rosewood Birdella
	Red, Dwight Storey

Lancaster Mina 56th x	Four Dees Sensation x
White, Rex W. Graney	White, Four Dees Farms
	Mina 4th
	Roan, Rex W. Graney

JL SENSATION — The last son of Major. This bull is very modern. He stands on good legs and is clean and trim. He won his junior yearling class at the 1973 Illinois State Fair and was reserve senior champion bull. His dam was purchased in this sale . . . a big, polled cow going back to Command 50th x.

LOT 4—BULL

Charles Cofer

C C MINA CONSTRUCTOR 2nd x 3504-505

Tattoo RE C042

Dark Roan. Calved April 12, 1972. Bred and owned by Charles Cofer, Antigo, Wis.

P V Constructor 7th x	Gloriadale Constructor x
Red, Ralph C. Stirm	Red, Gloriadale Farms, Ltd.
	Lancaster Lady 6th x
	Red, A. G. Kester & Sons

Fawn Mina 5th x	Cloverdale Viking x
Roan, Ralph C. Stirm	Roan, R. L. Flamme
	Fawn Mina 4th x
	Roan, Ralph C. Stirm

CC MINA CONSTRUCTOR 2nd x — Looks like a real good herd sire prospect to us. The actual weaning weight at 210 days was 605 lbs. At one year of age he weighed 1,085 lbs. and 1,630 lbs. at 20 months. He carries almost 100 per cent polled breeding.

LOT 5—BULL**Robert C. Raisbeck****HI VIEW JESS LEADER 3512-533**

Tattoo LE D31

Roan. Calved April 24, 1972. Bred and owned by Robert C. Raisbeck, Lancaster, Wisconsin.

T P S Coronet Leader 21st x	Coronet Max Leader x Roan, Lewis W. Thieman
White, Lewis W. Thieman	Nonpareil Lady 163d Red, Chenault Todd
Hi-View Jessie	Wernacres Chief Adonis Red, H. L. Wernicke & Son
Red, Robert C. Raisbeck	Jessamine Charm Roan, Lambert M. Rohowetz

LOT 6—BULL**Frank Dempster & Son****D P S CRITIC x3512-672**

Tattoo RE 240

Roan. Calved April 28, 1972. Bred and owned by Frank Dempster & Son, Arlington, Iowa.

T P S Coronet Catalyst 18th x	T P S Coronet Catalyst x Red, Lewis W. Thieman
Dk. Roan, Lewis W. Thieman	Cherry Coronita 9th x Dk. Roan, Lewis W. Thieman
Glenoke Augusta A 10th	Glenoke Monarch Red, Glenoke Farms
Roan, Charles R. Bunker	Glenoke Augusta A Red, Charles R. Bunker

DPS CRITIC x — His dam was champion female at the Hawkeye Downs Sale several years ago. A very heavy-boned, good sire prospect.

LOT 7—BULL**Robert C. Raisbeck****HI VIEW THOR LEADER x3512-529**

Tattoo LE D35

Roan. Calved May 2, 1972. Bred and owned by Robert C. Raisbeck, Lancaster, Wis.

T P S Coronet Leader 21st x	Coronet Max Leader x Roan, Lewis W. Thieman
White, Lewis W. Thieman	Nonpareil Lady 163d Red, Chenault Todd
Hi-View Cecelia 65	Wernacres Cameo 41st Red, H. L. Wernicke & Son
Red, Robert C. Raisbeck	Hi-View Cecelia Maid 3d Red, Robert C. Raisbeck

HI VIEW THOR LEADER x — A top son of the sire of the year in 1969. Half brother was our top sale bull last year.

LOT 8—BULL**Stevenson Bros.****JER ED WELCOME LEADER 3519-344**

Tattoo LE JE29

Red. Calved May 8, 1972. Bred by Mr. & Mrs. C. A. Butland, Union Grove, Wis.; owned by Stevenson Bros., Kenosha, Wisconsin.

Iranna's Welcome Leader	Cannondale Welcome Roan, Ralph D. Bryan & Son
Roan, Arthur Bushing, Jr.	Iranna's Fairy Ring Red, McLay Bros.
Spring Gipsy 4th	Fernwood Wildfire Roan, Northwood Farms
Rn., Mr. & Mrs. C. A. Butland	Spring Gipsy Maid 4th Roan, Mr. & Mrs. C. A. Butland

JER ED WELCOME LEADER — This is a very good, young bull which we showed last summer. He was a member of our first-prize get of sire at the Wisconsin State Fair. We used this bull quite extensively when we were done showing him. He is dehorned.

LOT 9—BULL**Mr. & Mrs. C. A. Butland****S W F JEREMY x3509-804**

Tattoo LE B372

White. Calved May 27, 1972. Bred and owned by Mr. & Mrs. C. A. Butland, Union Grove, Wisconsin.

Iranna's Welcome Leader	Cannondale Welcome Roan, Ralph D. Bryan & Son
Roan, Arthur Bushing, Jr.	Iranna's Fairy Ring Red, McLay Bros.
Ceremonious Jilt Leaf 4th x	Oakwood Essential x White, C. B. Teegardin & Sons
Roan, Leemon Stock Farm	Ceremonious Jilt Leaf x Red, Leemon Stock Farm

SWF JEREMY x — A member of the first-prize get of sire at the 1973 Wisconsin State Fair.



CEDARDALE SIR LOIN x, Lot 10 in this sale, is pictured above with Tyler Farms Arctic Queen x, white cow, mother of Lots 18 and 19 twin bull calves.

LOT 10—BULL

Jay Fassbender & Robert R. Tyler
CEDARDALE SIR LOIN x3504-615

Tattoo LE 2T9

Roan. Calved June 2, 1972. Bred by Robert R. Tyler, Dallas, Wisconsin; $\frac{2}{3}$ interest owned by Jay Fassbender, Chetek, Wis. $\frac{1}{3}$ interest by Robert R. Tyler, Dallas, Wis.

Tyler Farm's Sir Loin 8th x	(T P S Coronet Keystone x Dk. Roan, Lewis W. Thieman
Roan, Lewis W. Thieman	Maud Coronita 5th x Red, Lewis W. Thieman
Maud Coronita 5th x	(T P S Coronet Unlimited x Red, Lewis W. Thieman
Red, Lewis W. Thieman	Maud Coronita 3rd x Red, Lewis W. Thieman

CEDARDALE SIR LOIN x — Buy this good, roan, polled Thieman-bred bull. We purchased him from Tyler Farms as our herd bull in 1973. He weighed 931 lbs. at a year of age and 1250 lbs. at 18 months with no special care. He has a gentle disposition and is a sure breeder. Backed with good milking stock.

LOT 11—BULL

James & Carolyn Kalk
S C SUPER SEAL 2nd x3526-631

Tattoo LE K16

Roan. Calved November 18, 1972. Bred and owned by James & Carolyn Kalk, South Beloit, Illinois.

Oak Grove's Super Seal x	Pleasant Dawn Seal 2nd x Red, L. M. Hatch
White, Richard Staebell	Mina 31st x White, Rex W. Graney
S C Clover Missie x	Home Again Masterman x Red, Home Again Farm
Red, James & Carolyn Kalk	Clover Missie 38th x Red, Glen L. Anderson

LOT 12—BULL

Wm. A. Taylor
HICKORIES TROJAN 2nd 3547-492

Tattoo LE 49

Roan. Calved December 14, 1972. Bred and owned by Wm. A. Taylor, Pardeeville, Wisconsin.

Hickories Trojan	Hickories Cornerstone Roan, Wm. A. Taylor
Roan, Wm. A. Taylor	Hickories Gwendoline 19th Roan, Wm. A. Taylor
Hickories Goldie 42d	Hickories Bishop Roan, Wm. A. Taylor
Red, Wm. A. Taylor	Hickories Goldie 38th Roan, Wm. A. Taylor

LOT 13—BULL

David J. Noll
NOLLSWOOD STANDARD 04A x3550-199

Tattoo LE 04A

Red. Calved April 17, 1973. Bred and owned by David J. Noll, Verona, Wisconsin.

Kenmar Standard 54C x	(Kenmar Standard 19X Roan, H. Fulton
Red, Harvey Fulton & Sons	Kenmar Myrtle 31X Red, Harvey Fulton
Nollswood Cecilia Sue 4th x	(T P S Coronet Leader 101st x Red, Lewis W. Thieman
Red, Tracy Noll	Hi-View Supreme Cecilia Red, Robert C. Raisbeck

NOLLSWOOD STANDARD 04A x — He's red. He's polled. He's good.

LOT 14—BULL**L & M Stock Farm****L & M LAMPLIGHTER 328th x3549-204**

Tattoo LE 328

Light Roan. Calved April 20, 1973. Bred and owned by L & M Stock Farm, Deer Grove, Illinois.

Spotlight x	V V Leishman 82nd x
Roan, Edward White	Dk. Rn., Valley View Farms., Inc.
	Sultana x
	RWM, Edward White
L & M Augusta Royal 3rd	W L Resort
White, L & M Farm	White, W. C. Anderson & Son
	Augusta Royal Mary
	Roan, Michael Plotner

L & M LAMPLIGHTER 328th — By one of the great herd sires in the country today. His mother is one of our most valued cows. Here is a young bull that you just can't fault. His 205-day weight was 542 lbs.

LOT 15—BULL**Bernard F. Maly & Thomas E. Waidelich****W M CONSTRUCTOR x3550-653**

Tattoo LE WM1

Red. Calved June 18, 1973. Bred by Charles Cofer, Antigo, Wisconsin; owned by Bernard F. Maly & Thomas E. Waidelich, Antigo, Wisconsin.

P V Constructor 7th x	Gloriendale Constructor x
Red, Ralph C. Stirm	Red, Gloriendale Farms, Ltd.
	Lancaster Lady 6th x
	Red, A. G. Kester & Sons
Missie 141st	Marellbar Officer
Red, Ruud Bros.	Red, Wm. Bartholomay, Jr.
	Missie 113th
	Roan, Ruud Bros.

LOT 16—BULL**Bernard F. Maly & Thomas E. Waidelich****W M CONSTRUCTOR 2nd x3550-655**

Tattoo LE WM2

Red. Calved June 19, 1973. Bred by Charles Cofer, Antigo, Wis.; owned by Bernard F. Maly & Thomas E. Waidelich, Antigo, Wisconsin.

P V Constructor 7th x	Gloriendale Constructor x
Red, Ralph C. Stirm	Red, Gloriendale Farms, Ltd.
	Lancaster Lady 6th x
	Red, A. G. Kester & Sons
Sage Bolay A	Perfect 16th
Red, Roy & Myrtie E. Gfellan	Red, George Holecek
	R C Bolido's Lady 3d
	Red, Russell Glantz & Sons

LOT 17—BULL**Bernard F. Maly & Thomas E. Waidelich****W M CONSTRUCTOR 4th x3550-656**

Tattoo LE WM4

Red. Calved August 3, 1973. Bred by Charles Cofer, Antigo, Wis.; owned by Bernard F. Maly & Thomas E. Waidelich, Antigo, Wisconsin.

P V Constructor 7th x	Gloriendale Constructor x
Red, Ralph C. Stirm	Red, Gloriendale Farms, Ltd.
	Lancaster Lady 6th x
	Red, A. G. Kester & Sons
Cedar Haven Golden Hope	Moorewood Pirate
Red, Robert E. Savage	Red, Mary Moore
	Arngibbon Confident 2d
	Red, McLay Bros.

LOT 18—BULL**Robert R. Tyler****TYLER FARM'S SIR LOIN 28th (twin) x3539-927**

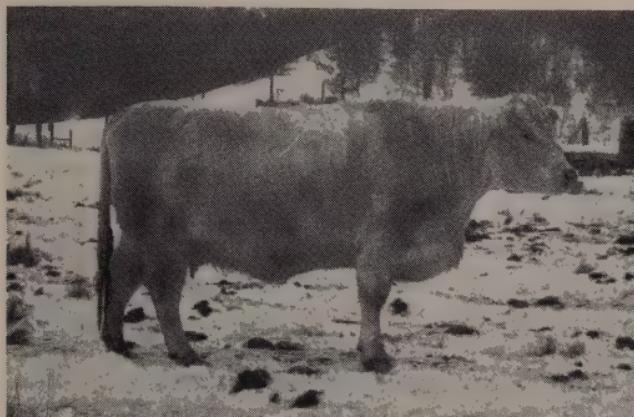
Tattoo LE 3T14

White. Calved September 20, 1973. Bred and owned by Robert R. Tyler, Dallas, Wis.

Tyler's Par Challenge x	Lilac Par 18th x
Lt. Roan, Frank J. Haumont	Roan, Frank J. Haumont
	Cherry Blossom 46th x
	White, Frank J. Haumont
Tyler Farms Artic Queen x	T P S Coronet Leader 21st x
White, R. Keith Tyler	White, Lewis W. Thieman
	Poppy Queen 30th
	White, Vincent Baker & Co.

TYLER'S FARM SIR LOIN 28th x — He and lot 19 are twins and the first to be offered by "Par." We sold two-thirds interest in "Par" last July for \$5,000.

Pictured here are Lots 18 and 19, twin bull calves selling.



Tyler Farms Arctic Queen, dam of Lots 18 and 19, twin bull calves. She weighed 1,450 lbs. at 4 1/2 years of age.

LOT 19—BULL

Robert R. Tyler

TYLER FARM'S SIR LOIN 29th (twin) x3539-928

Tattoo LE 3T15

Roan. Calved September 20, 1973. Bred and owned by Robert R. Tyler, Dallas, Wis.

Tyler's Par Challenge x	Lilac Par 18th x
Lt. Roan, Frank J. Haumont	Roan, Frank J. Haumont
	Cherry Blossom 46th x
	(White, Frank J. Haumont
Tyler Farms Arctic Queen x	T P S Coronet Leader 21st x
White, R. Keith Tyler	White, Lewis W. Thieman
	Poppy Queen 30th
	(White, Vincent Baker & Co.

LOT 20—FEMALE

Elmer C. Christen & Sons

ELRUDE AUGUSTA 3292-192

Tattoo LE 64

Red. Calved May 1, 1966. Bred and owned by Elmer C. Christen & Sons, Colesburg.

Firecracker Aristocrat	Louada Aristocrat
Red, R. E. Coverdale	Red, Louada Manor Farms, Ltd.
	W L Princess Roma 3d
	Roan, W. C. Anderson & Son
Augusta 20th	Archer Air Raid
Red, Loren Meyer	Red, Ben G. Studer
	Augusta 19th
	Red, Ervin H. Hamann

ELRUDE AUGUSTA — A well-bred cow in her prime. Has calved every year and produces excellent calves.

LOT 21—FEMALE

Herman Maier

LAVENDER LADY 3293-189

Tattoo LE M162

Red. Calved May 1, 1966. Bred and owned by Herman Maier, Fennimore, Wisconsin.

Hickories Falcon	Fanfare Jr
Red, Wm. A. Taylor	Red, L. D. Johnson & Sons
	Westmere Jenny Lind
	Red, Jones B. Veitch
Twin Valley's Lavender 5th	Twin Valley Control
Red, Herman Maier	Red, Wm. A. Taylor
	Admiral's Lavender 3d
	Red, Otto G. Johnson

LAVENDER LADY — Bred for a May calf. Will be pregnancy checked.

LOT 22—FEMALE**Robert C. Raisbeck****HI VIEW DIAMOND 3rd 3332-767**

Tattoo LE RC3

Red. Calved May 15, 1967. Bred and owned by Robert C. Raisbeck, Lancaster, Wis.

Wernacres Cameo 41st	Louada Camouflage
Red, H. L. Wernicke & Son	Red, Louada Manor Farms
	Wernacres Flora 4th
	Red, H. L. Wernicke & Son
Hi-View Diamond 2d	Wernacres Chief Adonis
Red, Robert C. Raisbeck	Red, H. L. Wernicke & Son
	Hi-View Diamond
	Red, Robert C. Raisbeck

HI VIEW DIAMOND 3rd — Has a good polled bull calf at foot by Rothney Benefactor x.

LOT 23—FEMALE**Herman Maier****ROAN PRINCESS 3414-170**

Tattoo LE 9M4

Roan. Calved May 17, 1969. Bred and owned by Herman Maier, Fennimore, Wis.

Hickories Dalton	Glen Cove Regal Robin
Red, Wm. A. Taylor	Dk. Roan, Worden Bros.
	Goldie 27th
	Red, Neal James, Estate
T V Princess Marie 10th	Hickories Falcon
Roan, Herman Maier	Red, Wm. A. Taylor
	T V Princess Marie 2d
	Roan, Herman Maier

ROAN PRINCESS — Bred for a May calf. Will be pregnancy checked.

LOT 24—FEMALE**David J. Noll****Q H CASSIE GENIAL LUXURY x3410-018**

Tattoo LE L919

Roan. Calved July 24, 1969. Bred by Edward J. & Aldyth L. Long, Chandlerville, Illinois; owned by David J. Noll, Verona, Wisconsin.

Questing's Castor x	T P S Coronet Unlimited x
RLW, Edward J. & Aldyth L. Long	Red, Lewis W. Thieman
	Calrossie Lala Broadhooks
	Roan, J. & D. P. MacGillivray
Q H Genial Luxury x	T P S Coronet Leader 35th x
Red, Edward J. & Aldyth L. Long	Dk. Roan, Lewis W. Thieman
	Lorwen Luxury 3d
	Red, Herman W. Alber

QH CLASSIE GENIAL LUXURY x — Sells with a polled heifer calf at side born August 2 and sired by Kenmar Standard 54 Cx (Why) and rebred to him in October. Examined safe in calf.

LOT 25—FEMALE**Elmer C. Christen & Sons****ELRUDE LADY AUGUSTA 10th x3442-568**

Tattoo LE 129

White. Calved March 19, 1970. Bred and owned by Elmer C. Christen & Sons, Colesburg, Iowa.

Saraguay Gambler 32nd x	Home Again Gambler x
White, Mrs. W. C. Pitfield	Dk. Roan, Home Again Farms
	Saraguay Princess Royal 14th x
	Lt. Roan, Mrs. W. C. Pitfield
Elrude Lady Augusta 2nd x	Nobleman Gift x
White, Elmer C. Christen & Sons	Roan, Ben G. Studer
	Lady Augusta 18th x
	Roan, Setterdahl Bros.

ELRUDE LADY AUGUSTA 10th — Carrying her second calf. A quality female with a top pedigree of large cattle.

LOT 26—FEMALE**Robert C. Raisbeck****HI VIEW BUTTERFLY MARY 3426-984**

Tattoo LE X21

Roan. Calved March 20, 1970. Bred by N. D. Latimer & Sons, Innisfail, Alberta, Canada; owned by Robert C. Raisbeck, Lancaster, Wisconsin.

Remitall Dandy Argosy	Drynie Argosy
Roan, Remitall Cattle Co.	RLW, Miss F. H. Simmonds
	Remitall Clara Ivy
	Dk. Roan, Remitall Cattle Co.
Hayard Butterfly Roan Mary	Remitall Hercules
Roan, N. D. Latimer & Sons	White, Remitall Cattle Co.
	Hayard Miss Mary
	Red, N. D. Latimer & Sons

HI VIEW BUTTERFLY MARY — By the \$3,500 Remitall Dandy Argosy. Will calve to the service of Rothney Benefactor x. His calves to date have all been polled.



Tyler Farms'
Rosewood x,
sells as
Lot 27.
Her dam
weighs over
1,500 lbs.

LOT 27—FEMALE

Jeffrey Tyler

TYLER FARM'S ROSEWOOD x3504-609

Tattoo LE 2T8

Roan. Calved May 31, 1972. Bred and owned by Jeffrey. Tyler, Dallas, Wisconsin.

Tyler Farm's Sir Loin 8th x	T P S Coronet Keystone x
Roan, Lewis W. Thieman	Dk. Roan, Lewis W. Thieman
	Maud Coronita 5th x
	Red, Lewis W. Thieman
Tyler Farm's Duchess x	T P S Coronet Keystone x
Roan, Lewis W. Thieman	Dk. Roan, Lewis W. Thieman
	Duchess Coronita 5th
	Red, Lewis W. Thieman

TYLER FARMS ROSEWOOD x — Bred to Cedardale Sir Loin x January 5. Your chance to buy Thieman breeding in this heifer bred to a Thieman bull. Duchess Coronita 5th weighs over 1,500 lbs.

LOT 28—FEMALE

Charles Cofer

OPALETTE'S BEAUTY 3504-512

Tattoo LE C040

White. Calved June 10, 1972. Bred by Willis F. & Ellen H. Miller, Brook Park, Minn.; owned by Charles Cofer, Antigo, Wisconsin.

Kil Mar Beau	Kilty's Mark
Roan, Willis F. & Ellen H. Miller	Roan, Willis F. & Ellen H. Miller
	Meadow Rose
	Roan, Louis H. Thiede
Opalette	Meadow View Kilty 4th
White, Thiede & Miller Ranch	White, Otto Thiede & Sons
	Opaleen
	White, Louis H. Thiede

OPALETTE'S BEAUTY — A dehorned heifer with plenty of length and height. She should make a big, good brood cow. She is pasture bred to our big bull, Sibulu Leader Command x, that weighs 2,540 lbs.

LOT 29—FEMALE

Wm. A. Taylor

HICKORIES AUGUSTA BRAE 85th 3524-566

Tattoo LE 29

Red. Calved July 5, 1972. Bred and owned by Wm. A. Taylor, Pardeeville, Wisconsin.

Louada Bold Baron	Denend Constellation
Red, W. W. Donaldson	Dk. Denend Pedigree Farm
	Blood Royal Connie
	Dk. Roan, W. W. Donaldson
Hickories Augusta Brae 68th	Remitall Augusta King
Red, Wm. A. Taylor	Roan, Remitall Cattle Co.
	Hickories Augusta Brae 61st
	Red, Wm. A. Taylor

LOT 30—FEMALE

L & M Stock Farm

L & M BLOSSOM x3515-788

Tattoo LE 248

White. Calved July 13, 1972. Bred and owned by L & M Stock Farm, Deer Grove.

Spotlight x	V V Leishman 82nd x
Roan, Edward White	Dk. Rn., Valley View Farms, Inc.
	Sultana x
	RWM. Edward White
L & M Candy Blossom	W L Resort
Dk. Roan, L & M Stock Farm	White, W. C. Anderson & Son
	B & B Augusta Blossom
	Red, Michael Plotner

L & M BLOSSOM x — A very correct and big-framed heifer. She is bred to calve in August to Kent's Storm King. Storm King was second-prize junior calf to the calf champion at the 1971 International.

LOT 31—FEMALE**James & Carolyn Kalk****S C SEAL'S ALBERTA x3526-632**

Tattoo LE K15

White. Calved September 13, 1972. Bred and owned by James & Carolyn Kalk, South Beloit, Illinois.

Oak Grove's Super Seal x	Pleasant Dawn Seal 2nd x
White, Richard Staebell	Red, L. M. Hatch
	Mina 31st x
	White, Rex W. Graney
Four Dees Alberta 3rd x	Four Dees Good News x
Roan, Four Dees Farms	Roan, Four Dees Farms
	Four Dees Alberta 2d x
	Red, R. D. Warters & R. I. Dennis

LOT 32—FEMALE**Robert & Edith Hooker****HOOKER'S GOLDIE 8th 3524-472**

Tattoo LE 7215

Roan. Calved September 24, 1972. Bred and owned by Robert & Edith Hooker, Lodi, Wisconsin.

Melbourne Guardian	Remitall Captain Jim
Roan, John Alexander & Sons	Roan, Remitall Cattle Co.
	Melbourne Golden Lisa 3rd
	Red, John Alexander & Sons
Sunnyside Goldie 8th	Melbourne Orangeman
Red, A. B. Schlough	Red, John Alexander & Sons
	Sunnyside Goldie
	Roan, A. B. Schlough

LOT 33—FEMALE**Wm. A. Taylor****HICKORIES AUGUSTA BRAE 87th 3524-573**

Tattoo LE 41

Roan. Calved October 1, 1972. Bred and owned by Wm. A. Taylor, Pardeeville, Wis.

Hickories Bishop	Remitall Augusta King
Roan, Wm. A. Taylor	Roan, Remitall Cattle Co.
	Hickories Sarcasm 5th
	Red, Wm. A. Taylor
Hickories Augusta Brae 67th	Hickories Cornerstone
Roan, Wm. A. Taylor	Roan, Wm. A. Taylor
	Hickories Augusta Brae 45th
	Red, Wm. A. Taylor

LOT 34—FEMALE**Wm. A. Taylor****HICKORIES ROSEWOOD 90th 3547-494**

Tattoo LE 54

Roan. Calved January 8, 1973. Bred and owned by Wm. A. Taylor, Pardeeville, Wis.

Louada Bold Baron	Denend Constellation
Red, W. W. Donaldson	Red, Dened Pedigree Farm
	Blood Royal Connie
	Dk. Roan, W. W. Donaldson
Hickories Rosewood 67th	Remitall Augusta King
Roan, Wm. A. Taylor	Roan, Remitall Cattle Co.
	Hickories Rosewood 42d
	Red, Wm. A. Taylor

LOT 35—FEMALE**Miller Farms****M F AVERNE 15th x3550-022**

Tattoo LE M4

Dark Roan. Calved February 20, 1973. Bred and owned by Miller Farms, Lodi, Wis.

Lanedale Napoleon 86th x	Acadia Napoleon 75th x
Red, Ellis L. Shafer	Roan, Cyrus S. Eaton
	Lanedale Sharon W x
	Red, Ellis L. Shafer
M F Averne 11th	Hickories Clansman
Roan, Miller Farms	Roan, Wm. A. Taylor
	M F Averne 4th
	Roan, Stanley F. Miller

There are eight 1973 heifers selling in this sale that would make suitable 4-H and FFA project females. Go with the fast changing breed . . . Shorthorns and Polled Shorthorns!

LOT 36—FEMALE

HOOKER'S IRIS 3524-478

Robert & Edith Hooker

Tattoo LE 7317

Red. Calved February 28, 1973. Bred and owned by Robert & Edith Hooker, Lodi, Wisconsin.

Melbourne Guardian	Remitall Captain Jim
Roan, John Alexander & Sons	Roan, Remitall Cattle Co. Melbourne Golden Lisa 3rd Red, John Alexander & Sons
S S Iris 7th	Melbourne Orangeman
Red, A. B. Schlough	Red, John Alexander & Sons Sunnyside Iris 6th Red, A. B. Schlough

LOT 37—FEMALE

L & M SECRET ROSE 3549-189

L & M Stock Farm

Tattoo LE 346

White. Calved April 14, 1973. Bred and owned by L & M Stock Farm, Deer Grove, Illinois.

Meadow View Navarre 16th	Meadow View Navarre
Dk. Roan, Meadow View Ranches	Red, S. G. Bennett Novelty 24th Dk. Roan, Otto Thiede & Sons
N F Secret Rose	Basildon Premium
Dk. Roan, Mr. & Mrs. Willard Nelson	Roan, G. M. Hope C F Secret Rose 5th Red, Carusbrooke Farms, Inc.

L & M SECRET ROSE — A real nice, open heifer that will make a good show prospect. Bred so that she will make a great brood cow as well.

LOT 38—FEMALE

L & M JEALOUSY 337th x3549-499

L & M Stock Farm

Tattoo LE 337

Light Roan. Calved April 23, 1973. Bred and owned by L & M Stock Farm, Deer Grove, Illinois.

Kent's Storm King x	Kinnaber Leader 9th x
Roan, Mr. & Mrs. Joseph J. Kent	Roan, Kinnaber Stock Farm Kent's Queen Mae x Roan, Mr. & Mrs. Joseph J. Kent
L & M Jealousy 2nd	L & M Rothney Adjuster
Roan, L & M Stock Farm	Red, Michael Plotner Princess Royal 408th Roan, Otto Thiede & Sons

L & M JEALOUSY 337th x — One of the better open heifers to sell this year. She is the first daughter of Kent's Storm King x to sell. Out of an outstanding first calf heifer.

LOT 39—FEMALE

David J. Noll

NOLLSWOOD SUSAN 08A x3550-197

Tattoo N08A

Red. Calved April 26, 1973. Bred and owned by David J. Noll, Verona, Wisconsin.

Kenmar Standard 54C x	Kenmar Standard 19X
Red, Harvey Fulton & Sons	Roan, H. Fulton Kenmar Myrtle 31X Red, Harvey Fulton
Nollswood Cecilia Sue 6th x	T P S Coronet Leader 101st x
Red, David J. Noll	Red, Lewis W. Thieman Nollswood Cecilia Sue 2nd x Red, Christine Noll

LOT 40—FEMALE**David J. Noll****NOLLSWOOD POPPY QUEEN 12A x3550-192**

Tattoo LE N12A/N15A

Dark Roan. Calved April 27, 1973. Bred and owned by David J. Noll, Verona, Wis.

Kenmar Standard 54C x	Kenmar Standard 19X
Red, Harvey Fulton & Sons	Roan, H. Fulton
	Kenmar Myrtle 31X
	Red, Harvey Fulton
Poppy Queen 2nd S P	Secret Prince
Dk. Roan, Vincent Baker & Co.	Red, W. C. Anderson & Son
	Poppy Queen 2d
	Red, Vincent Baker & Co.

LOT 41—FEMALE**Robert & Edith Hooker****HOOKER'S JEALOUSY 10th 3550-094**

Tattoo LE H47

Red. Calved September 14, 1973. Bred and owned by Robert & Edith Hooker, Lodi, Wisconsin.

Melbourne Guardian	Remitall Captain Jim
Roan, John Alexander & Sons	Roan, Remitall Cattle Co.
	Melbourne Golden Lisa 3rd
	Red, John Alexander & Sons
Sunnyside Jealousy 10th	Melbourne Orangeman
Red, A. B. Schlough	Red, John Alexander & Sons
	Sunnyside Jealousy 2d
	Red, A. B. Schlough

WHY BUY SHORTHORNS?

- ★ Shorthorn bulls are active, sure breeders.
- ★ They put more growth into their calf crops.
- ★ Shorthorns are historically known for their faster gaining and finishing ability. The demand for Shorthorn and Shorthorn crossbred feeders far exceeds existing supplies. Consequently, they sell for a premium.
- ★ Shorthorn bulls put more milking ability into their daughters . . . this means heavier weaning weights.
- ★ Shorthorn docility is world famous, making them ideal projects for youngsters.
- ★ Shorthorns eliminate the cancer eye, sunburned and snow-burned udder problems.
- ★ Shorthorns are known as "THE GREAT IMPROVERS." Shorthorn crosses have been proven in test after test to be superior to other crossbreds in milking ability, rate of gain and feed efficiency.
- ★ Ask yourself why so many commercial herds are now cross-breeding with Shorthorns? IT'S BECAUSE THEY ARE BEST IN EVERY WEIGH.

STANDARD GUARANTEE

OF AMERICAN SHORTHORN BREEDING ASSOCIATION

1. Proper care must be given by purchaser to protect breeding qualities and health of guaranteed animals.
2. Bulls are guaranteed breeders, provided they are not allowed to serve when under 14 months of age, or allowed to run with the herd when under 20 months of age. In case of failure of a bull to be a breeder, notice shall be given to the seller within six months of date of purchase, or by the time the bull is 20 months of age, if purchased under 14 months of age.
3. With the exception of heifers sold under 14 months of age, all females are guaranteed breeders. Heifers under two years of age shall not be served by a heavy or old bull. Cows or heifers sold as bred, or safe in calf, not proving to be in calf must be reported to the seller within six months after date of sale. Females over 14 months of age sold open, not settling within six months after date of sale, shall be promptly reported to the seller. Cows with calves at foot even though bred are not given any guarantee.
4. When an animal fails to comply with the above guarantee the seller has the option of substituting an animal of equal value to the satisfaction of the purchaser, or of having the animal returned for a trial period not to exceed six months. The expense of freight in such case is to be paid by the seller. If the animal is then proved to be a breeder beyond doubt it shall be returned to the purchaser at his expense. In case of dispute the return of the full purchase price, without interest, to the buyer will be considered full settlement and satisfaction on all claims. No charge for feed or maintenance shall be made by either buyer or seller. Salvage shall go to the seller. It shall be understood that the same guarantee given for the first animal shall likewise apply to any other animal later substituted.
5. In the event an animal is returned by the buyer to the seller as a non-breeder, the buyer must furnish to the seller a veterinarian's certificate showing that his herd is healthy if such certificate is required by the seller.
6. All animals are sold to comply with the laws regulating tuberculosis and Bang's disease of the state or country into which they may be shipped.
7. Certificates of registry and transfer will be furnished with each animal sold. A signed pedigree application for unborn calves should be furnished with bred females, showing names and record numbers of sire and dam, as well as service date.

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(Address Correction Requested)

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